

ESTTA Tracking number: **ESTTA570636**

Filing date: **11/13/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Zynga Inc.
Granted to Date of previous extension	11/20/2013
Address	699 Eighth Street San Francisco, CA 94103 UNITED STATES
Attorney information	John M. Kim IP Legal Advisors, P.C. 4445 Eastgate Mall, Suite 200 San Diego, CA 92121 UNITED STATES litigation@ipla.com

Applicant Information

Application No	85865197	Publication date	07/23/2013
Opposition Filing Date	11/13/2013	Opposition Period Ends	11/20/2013
Applicant	boch, michael s 7024 trenton ridge ct raleigh, NC 27613 USX		

Goods/Services Affected by Opposition


Class 009. First Use: 0 First Use In Commerce: 0


All goods and services in the class are opposed, namely: Computer game programmes downloadable via the Internet; Computer game programs; Computer game software; Computer game software for gaming machines including slot machines or video lottery terminals; Computer game software for gaming machines, namely, slot machines and video lottery terminals; Computer game software for personal computers and home video game consoles; Computer game software for use on mobile and cellular phones; Computer game software for use with personal computers, home video game consoles used with televisions and arcade-based video game consoles; Computer game tapes; Computer programs for pre-recorded games; Computer programs for video and computer games; Downloadable computer game programs; Downloadable electronic game programs; Downloadable image file containing artwork, text, audio, video, games and Internet Web links relating to sporting and cultural activities; Electronic game programs; Electronic game software; Electronic game software for cellular telephones; Electronic game software for handheld electronic devices; Electronic game software for wireless devices; Game software; Gaming software that generates or displays wager outcomes of gaming machines; Interactive game programs; Interactive game software; Interactive multimedia computer game programs; Video and computer game programs; Video game software

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
Other	Applicant lacked a bona fide intent to use its Application in interstate commerce at the time it filed its Application.

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3773188	Application Date	02/25/2009
Registration Date	04/06/2010	Foreign Priority Date	NONE
Word Mark	YOVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2008/05/05 First Use In Commerce: 2008/05/05 Downloadable computer game software for use on wireless devices and computers Class 041. First use: First Use: 2008/05/05 First Use In Commerce: 2008/05/05 Entertainment services, namely, providing on-line computer games		

U.S. Registration No.	4211978	Application Date	06/03/2009
Registration Date	09/25/2012	Foreign Priority Date	04/03/2009
Word Mark	POISONVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Computers; Recorded computer programs for computer games; Downloadable computer programs and software for computer games; Computer game programs for computer, video, online and browser games; electronic game programs for mobile telephones Class 028. First use: First Use: 0 First Use In Commerce: 0		

	<p>Apparatus for electronic games other than those adapted for use with an external display screen or monitor; games, namely, electronic game consoles as hand-held units not for use with external display screens or monitors</p> <p>Class 038. First use: First Use: 0 First Use In Commerce: 0</p> <p>Providing access to information via the Internet, namely, providing access to databases on the Internet; providing access to platforms and portals via the Internet, namely, providing access to databases on the Internet; transmission of information by electronic means, namely, via electronic communication networks; electronic transmission of messages and images via computer networks</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Providing online computer games; providing online computer games, online video computer games, online computer games and online browser computer games and online computer games for mobile telephones, as well as information relating thereto, all accessible via portals and platforms on the Internet; providing online computer games services in the nature of tournaments, on computer networks</p>
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U.S. Registration No.	3861862	Application Date	08/06/2009
Registration Date	10/12/2010	Foreign Priority Date	NONE
Word Mark	FARMVILLE BY ZYNGA		
Design Mark			
Description of Mark	<p>The mark consists of the wording "FARMVILLE" with the "FARM" portion in deep orange and the "VILLE" portion in blue, all outlined in white, on a piece of brown colored wood with gray nails, a yellow ear of corn with green husk, red tomatoes with green tips, green peas, an orange carrot with green tip, a purple eggplant with green tip, red and yellow peppers with green tips located on top of the brown wooden sign and the word "BY" in white, followed by a dog and the word "ZYNGA" in white.</p>		
Goods/Services	<p>Class 009. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Downloadable computer game software for use on wireless devices and computers</p> <p>Class 041. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Entertainment services, namely, providing on-line computer games</p>		

U.S. Registration No.	3861880	Application Date	08/14/2009
Registration Date	10/12/2010	Foreign Priority Date	NONE
Word Mark	FARMVILLE		


Design Mark	FARMVILLE
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Downloadable computer game software for use on wireless devices and computers Class 041. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Entertainment services, namely, providing on-line computer games


U.S. Registration No.	3840284	Application Date	10/06/2009
Registration Date	08/31/2010	Foreign Priority Date	NONE
Word Mark	FISHVILLE		
Design Mark	FISHVILLE		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2009/11/05 First Use In Commerce: 2009/11/05 Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties Class 041. First use: First Use: 2009/11/05 First Use In Commerce: 2009/11/05 Entertainment services, namely, providing online computer and electronic games; Entertainment services, namely, providing on-line computer games, providing enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, and providing of information relating to computer games; providing an Internet		

	website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes
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U.S. Registration No.	4072420	Application Date	11/21/2009
Registration Date	12/20/2011	Foreign Priority Date	09/07/2009
Word Mark	PETVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2009/12/02 First Use In Commerce: 2009/12/02 Computer game software; video game programs; and game related computer software applications, namely, computer software for playing social games; interactive video game programs; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2009/12/02 First Use In Commerce: 2009/12/02 Entertainment services, namely, providing online computer, video and electronic games; Entertainment services, namely, providing on-line computer games, enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>		


U.S. Registration No.	4358321	Application Date	12/16/2009
Registration Date	06/25/2013	Foreign Priority Date	NONE
Word Mark	FRONTIERVILLE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2010/06/09 First Use In Commerce: 2010/06/09 Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which userscan interact through social games for recreational, leisure or entertainment purposes


U.S. Registration No.	3994661	Application Date	01/26/2010
Registration Date	07/12/2011	Foreign Priority Date	NONE
Word Mark	CITYVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2010/12/03 First Use In Commerce: 2010/12/03 Entertainment services, namely, providing on-line computer games via the Internet		

U.S. Registration No.	4206706	Application Date	11/30/2010
Registration Date	09/11/2012	Foreign Priority Date	09/14/2010
Word Mark	CITYVILLE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2010/12/03 First Use In Commerce: 2010/12/03 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking, namely, computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2010/12/03 First Use In Commerce: 2010/12/03 Entertainment services, namely, providing online computer and electronic games and providing enhancements within online computer and electronic games; entertainment services, namely, providing online information relating to computer games; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>

U.S. Registration No.	4232126	Application Date	11/30/2010
Registration Date	10/30/2012	Foreign Priority Date	NONE
Word Mark	FARMVILLE		
Design Mark			
Description of Mark	The mark consists of the word "FARMVILLE" written in all caps except the "I" with the "F" and the "V" larger than the rest of the letters.		
Goods/Services	Class 041. First use: First Use: 2009/06/19 First Use In Commerce: 2009/06/19 Entertainment services, namely, providing online computer games		


U.S. Registration No.	4274024	Application Date	11/30/2010
Registration Date	01/15/2013	Foreign Priority Date	NONE
Word Mark	FRONTIERVILLE		

Design Mark	
Description of Mark	The mark consists of the word "FRONTIERVILLE" written in a western style font.
Goods/Services	Class 041. First use: First Use: 2010/06/09 First Use In Commerce: 2010/06/09 Entertainment services, namely, providing online computer games, online video games, and online interactive games

U.S. Registration No.	4127978	Application Date	03/31/2011
Registration Date	04/17/2012	Foreign Priority Date	12/16/2010
Word Mark	REWARDVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2011/03/14 First Use In Commerce: 2011/03/14 Customer reward and incentive program which allows participants to earn virtualand real world gifts; arranging and conducting incentive and reward programs for users through issuance and processing of loyalty points to promote social games, virtual worlds, social networking services, video games, online games and computer software</p> <p>Class 041. First use: First Use: 2011/03/14 First Use In Commerce: 2011/03/14 Entertainment services, namely, providing online computer and electronic games,enhancements within online computer andelectronic games, and game applicationswithin online computer and electronic games; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainmentpurposes</p>		

U.S. Registration No.	4134261	Application Date	04/08/2011
Registration Date	05/01/2012	Foreign Priority Date	NONE
Word Mark	FARMVILLE ENGLISH COUNTRYSIDE		


Design Mark	FARMVILLE ENGLISH COUNTRYSIDE
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2011/03/23 First Use In Commerce: 2011/03/23 Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices, namely, laptop computers, mobile phones, tablet computers and handheld computers; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; Magnetic encoded gift cards</p> <p>Class 041. First use: First Use: 2011/03/23 First Use In Commerce: 2011/03/23 Providing online computer and electronic games, enhancements within online computer and electronic games, and game applications within online computer and electronic games; providing online reviews of computer games; providing information relating to computer games provided online; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>

U.S. Registration No.	4134275	Application Date	04/15/2011
Registration Date	05/01/2012	Foreign Priority Date	NONE
Word Mark	FARMVILLE ENGLISH COUNTRYSIDE		
Design Mark			
Description of Mark	<p>The mark consists of the word "FARMVILLE" over the words "ENGLISH COUNTRYSIDE". The words "ENGLISH COUNTRYSIDE" are inside a banner in front of a plaque. The word "FARMVILLE" is on the plaque. The top of the plaque has decorative leaves on top.</p>		
Goods/Services	Class 009. First use: First Use: 2011/03/23 First Use In Commerce: 2011/03/23		

	<p>Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices, namely, laptop computers, mobile phones, tablet computers and handheld computers; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; Magnetic encoded gift cards</p> <p>Class 041. First use: First Use: 2011/03/23 First Use In Commerce: 2011/03/23</p> <p>Providing online computer and electronic games, enhancements within online computer and electronic games, and game applications within online computer and electronic games; providing online reviews of computer games; providing information relating to computer games provided online; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>
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U.S. Registration No.	4160235	Application Date	07/07/2011
Registration Date	06/19/2012	Foreign Priority Date	01/14/2011
Word Mark	PRIVACYVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2011/07/07 First Use In Commerce: 2011/07/07</p> <p>Educational services, namely, providingonline instruction in the field of privacy and corporate privacy policies; Computer and electronic games provided online</p> <p>Class 045. First use: First Use: 2011/07/07 First Use In Commerce: 2011/07/07</p> <p>Providing a website and information regarding privacy and corporate privacy policies; providing an interactive website where users can learn about privacy policies and practices</p>		

U.S. Registration No.	4247547	Application Date	10/10/2011
Registration Date	11/20/2012	Foreign Priority Date	09/09/2011
Word Mark	CASTLEVILLE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2011/11/14 First Use In Commerce: 2011/11/14 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2011/11/14 First Use In Commerce: 2011/11/14 Computer and electronic games provided online, enhancements within online computer and electronic games; information relating to computer games provided online; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>

U.S. Registration No.	4227671	Application Date	12/05/2011
Registration Date	10/16/2012	Foreign Priority Date	09/30/2011
Word Mark	FORESTVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2011/12/14 First Use In Commerce: 2011/12/14 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p>		

	Class 041. First use: First Use: 2011/12/14 First Use In Commerce: 2011/12/14 Computer and electronic games provided online, enhancements within online computer and electronic games; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes
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U.S. Registration No.	4171829	Application Date	01/06/2012
Registration Date	07/10/2012	Foreign Priority Date	NONE
Word Mark	CASTLEVILLE		
Design Mark			
Description of Mark	The mark consists of the word "CASTLEVILLE" in stylized block lettering with an outline around the entire word. The top of both sides of the "V" contain a castle tower. The castle tower has three short prongs which make up the castle towershape.		
Goods/Services	<p>Class 009. First use: First Use: 2011/11/14 First Use In Commerce: 2011/11/14 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2011/11/14 First Use In Commerce: 2011/11/14 Computer and electronic games provided online and enhancements within online computer and electronic games; information relating to computer games provided online; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>		

U.S. Registration No.	4179496	Application Date	01/23/2012
Registration Date	07/24/2012	Foreign Priority Date	NONE
Word Mark	CITYVILLE HOMETOWN		

Design Mark	CITYVILLE HOMETOWN
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2011/06/16 First Use In Commerce: 2011/06/29 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2011/06/16 First Use In Commerce: 2011/06/29 Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games; Entertainment services, namely, providing information relating to computer games provided online; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>


U.S. Registration No.	4179516	Application Date	02/03/2012
Registration Date	07/24/2012	Foreign Priority Date	NONE
Word Mark	CITYVILLE EXPRESS		
Design Mark	CITYVILLE EXPRESS		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2012/01/26 First Use In Commerce: 2012/01/26 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment,</p>		

	<p>and general interest via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2012/01/26 First Use In Commerce: 2012/01/26</p> <p>Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games;</p> <p>Entertainment services, namely, providing information relating to computer games provided online; services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>
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U.S. Registration No.	4411983	Application Date	06/25/2012
Registration Date	10/01/2013	Foreign Priority Date	NONE
Word Mark	FARMVILLE 2		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2012/09/05 First Use In Commerce: 2012/09/05</p> <p>Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software to enable uploading, posting, showing, displaying, sharing or otherwise providing information in the fields of virtual communities, electronic gaming and entertainment via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2012/09/05 First Use In Commerce: 2012/09/05</p> <p>Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games;</p> <p>Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>		

U.S. Registration No.	4350280	Application Date	11/01/2012
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	CITYVILLE 2		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2012/11/01 First Use In Commerce: 2012/11/01 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software for providing access to computer games through online social networking websites Class 041. First use: First Use: 2012/11/01 First Use In Commerce: 2012/11/01 Entertainment services, namely, providing online computer and electronic games

U.S. Application No.	77894854	Application Date	12/16/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	ANIMALVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of data and information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks Class 041. First use: First Use: 0 First Use In Commerce: 0		

	Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which userscan interact through social games for recreational, leisure or entertainment purposes
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U.S. Application No.	77894895	Application Date	12/16/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	CRIMEVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of dataand information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading,posting, showing, displaying, tagging, blogging, sharing or otherwise providingelectronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which userscan interact through social games for recreational, leisure or entertainment purposes</p>		


U.S. Application No.	77894907	Application Date	12/16/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	HOSPITALVILLE		

Design Mark	HOSPITALVILLE
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of data and information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>

U.S. Application No.	77894921	Application Date	12/16/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	HOTELVILLE		
Design Mark	HOTELVILLE		
Description of Mark	NONE		

Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of dataand information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading,posting, showing, displaying, tagging, blogging, sharing or otherwise providingelectronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which userscan interact through social games for recreational, leisure or entertainment purposes</p>
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U.S. Application No.	77894903	Application Date	12/16/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	FRONTIERVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of dataand information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading,posting, showing, displaying, tagging, blogging, sharing or otherwise providingelectronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks</p>		


U.S. Application No.	77898693	Application Date	12/21/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TREASUREVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Downloadable computer software for use on wireless devices and computers for transmission of information in the field of social networking, Computer game software, video game software, and game related computer software applications for social networking; interactive video game programs; downloadable electronic game software and game related computer software applications for transmission of data and information in the field of social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information to third parties in the fields of virtual communities, electronic gaming, entertainment, and general interest via the internet or other communications networks</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>		


U.S. Application No.	85326925	Application Date	05/22/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	VILLE		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2010/08/08 First Use In Commerce: 2010/08/08 Providing a web-based system and on-line portal for customers to participate in on-line gaming, video games and gaming applications; providing information about computer games, video games and gaming applications via the internet

U.S. Application No.	85326927	Application Date	05/22/2011
Registration Date	NONE	Foreign Priority Date	03/01/2011
Word Mark	VILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Computer game software; interactive video game programs; computer software platforms for social networking; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers, and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic encoded gift cards</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, providing online computer and electronic games, enhancements within online computer and electronic games, and game applications within online computer and electronic games; entertainment services, namely, providing online reviews of computer games; entertainment services, namely, providing online virtual environments in which users can interact through social games for entertainment purposes</p>		


U.S. Application No.	85443856	Application Date	10/10/2011
Registration Date	NONE	Foreign Priority Date	09/09/2011
Word Mark	CASTLEVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 magnetic encoded gift cards		


U.S. Application No.	85660949	Application Date	06/25/2012
Registration Date	NONE	Foreign Priority Date	05/03/2012
Word Mark	CHEFVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2012/08/06 First Use In Commerce: 2012/08/06 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software to enable uploading, posting, showing, displaying, sharing or otherwise providing information in the fields of virtual communities, electronic gaming and entertainment via the Internet or other communications networks with third parties</p> <p>Class 041. First use: First Use: 2012/08/06 First Use In Commerce: 2012/08/06 Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>		

U.S. Application No.	85660940	Application Date	06/25/2012
Registration Date	NONE	Foreign Priority Date	03/21/2012
Word Mark	THE VILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; magnetic encoded gift cards</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games; Entertainment services, namely, providing information relating to computer games provided online; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes</p>		


U.S. Application No.	85690614	Application Date	07/30/2012
Registration Date	NONE	Foreign Priority Date	02/09/2012
Word Mark	CITYVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0		

	Cases for mobile phones; Computer, video game and electronic equipment and accessories, namely, computer game disks, and computer game software
--	---

U.S. Application No.	85690627	Application Date	07/30/2012
Registration Date	NONE	Foreign Priority Date	02/09/2012
Word Mark	FARMVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Cases for mobile phones; Computer, video game and electronic equipment and accessories, namely, computer game disks, and computer game software Class 028. First use: First Use: 0 First Use In Commerce: 0 Puzzles; card games; construction toys; plush toys; dolls and accessories therefor; toy figures and games, namely, toy action figures and accessories therefor; toy vehicles and accessories therefor		

U.S. Application No.	85690602	Application Date	07/30/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	CASTLEVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Cases for mobile phones; Computer, video game and electronic equipment and accessories, namely, computer game disks, and computer game software Class 028. First use: First Use: 0 First Use In Commerce: 0 Board games; puzzles; card games; construction toys; plush toys; dolls and		

	accessories therefor; toy figures and games,namely, toy action figures and accessories therefor; toy vehicles and accessories therefor
--	--

U.S. Application No.	85794174	Application Date	12/04/2012
Registration Date	NONE	Foreign Priority Date	06/22/2012
Word Mark	COASTERVILLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software for providing access to computer games through online social networking websites; magnetic encoded gift cards</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 Entertainment services, namely, providing online computer and electronic games;providing online information in the field of computer games</p>		

U.S. Application No.	86039120	Application Date	08/15/2013
Registration Date	NONE	Foreign Priority Date	04/05/2013
Word Mark	CASTLEVILLE LEGENDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2013/09/17 First Use In Commerce: 2013/09/17 Computer game software; Computer game programs; Electronic game programs; Interactive video game programs; Computer game software for use on mobile devices</p>		

	Class 041. First use: First Use: 2013/09/17 First Use In Commerce: 2013/09/17 Entertainment services, namely, providing online computer and electronic games; Entertainment services, namely, providing games on mobile devices
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Attachments	77678316#TMSN.jpeg(bytes) 79074916#TMSN.jpeg(bytes) 77798840#TMSN.jpeg(bytes) 77804837#TMSN.jpeg(bytes) 77842158#TMSN.jpeg(bytes) 77979543#TMSN.jpeg(bytes) 77983529#TMSN.jpeg(bytes) 77920777#TMSN.jpeg(bytes) 85187572#TMSN.jpeg(bytes) 85187825#TMSN.jpeg(bytes) 85187815#TMSN.jpeg(bytes) 85283115#TMSN.jpeg(bytes) 85290860#TMSN.jpeg(bytes) 85296464#TMSN.jpeg(bytes) 85365974#TMSN.jpeg(bytes) 85977703#TMSN.jpeg(bytes) 85487695#TMSN.jpeg(bytes) 85511006#TMSN.jpeg(bytes) 85522649#TMSN.jpeg(bytes) 85533193#TMSN.jpeg(bytes) 85660946#TMSN.jpeg(bytes) 85769423#TMSN.jpeg(bytes) 77894854#TMSN.jpeg(bytes) 77894895#TMSN.jpeg(bytes) 77894907#TMSN.jpeg(bytes) 77894921#TMSN.jpeg(bytes) 77894903#TMSN.jpeg(bytes) 77898693#TMSN.jpeg(bytes) 85326925#TMSN.jpeg(bytes) 85326927#TMSN.jpeg(bytes) 85443856#TMSN.jpeg(bytes) 85660949#TMSN.jpeg(bytes) 85660940#TMSN.jpeg(bytes) 85690614#TMSN.jpeg(bytes) 85690627#TMSN.jpeg(bytes) 85690602#TMSN.jpeg(bytes) 85794174#TMSN.jpeg(bytes) 86039120#TMSN.jpeg(bytes) 2013-11-13 - NOO (STAKESVILLE).pdf(3664752 bytes)
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The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Joshua J. Richman/
Name	Joshua J. Richman
Date	11/13/2013

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Zynga Inc.,))
)	Opposition No. _____
)	
Opposer,)	
)	Mark: STAKESVILLE
v.)	Serial No. 85865197
)	Filing Date: March 3, 2013
Michael S. Boch,)	Published: July 23, 2013
)	
Applicant.)	
)	
)	
)	
)	
)	
)	

NOTICE OF OPPOSITION

Opposer Zynga Inc., (“Opposer”), a Delaware corporation with its principal place of business at 699 Eighth Street, San Francisco, California 94103, believes that it would be damaged by issuance of a registration for the trademark STAKESVILLE as applied for in Application Serial No. 858655197 (the “Application”), by Michael S. Boch (the “Applicant”). Accordingly, Opposer, by and through its attorneys, hereby opposes the Application on the following grounds:

1. Opposer is the world’s leading developer of online social games playable on computers and wireless devices. Opposer’s games are accessible on Facebook and other social networks, mobile platforms and Zynga.com. Since the launch of its first online game in 2007, Opposer has continued to bring new games to market with great success. As of March 31, 2013, over 250 million people from over 175 countries played Opposer’s games each month.

2. Opposer is the owner of the following U.S. trademark registrations (“Opposer’s Registrations”):

Mark	Reg. No.	Filing Date	Registration Date
YoVille	3773188	February 25, 2009	April 6, 2010
POISONVILLE	4211978	June 3, 2009	September 25, 2012
 (FARMVILLE & Design)	3861862	August 6, 2009	October 12, 2010
FARMVILLE	3861880	August 14, 2009	October 12, 2010
FISHVILLE	3840284	October 6, 2009	August 31, 2010
PETVILLE	4072420	November 21, 2009	December 20, 2011
FRONTIERVILLE	4358321	December 16, 2009	June 25, 2013
Cityville	3994661	January 26, 2010	July 12, 2011
CITYVILLE	4206706	November 30, 2010	September 11, 2012
 (FARMVILLE Stylized)	4232126	November 30, 2010	October 30, 2012
 (FRONTIERVILLE Stylized)	4274024	November 30, 2010	January 15, 2013
REWARDVILLE	4127978	March 31, 2011	April 17, 2012
FARMVILLE ENGLISH COUNTRYSIDE	4134261	April 8, 2011	May 1, 2012
 (FARMVILLE ENGLISH COUNTRYSIDE Stylized)	4134275	April 15, 2011	May 1, 2012
PRIVACYVILLE	4160235	July 7, 2011	June 19, 2012
CASTLEVILLE	4247547	October 10, 2011	November 20, 2012
FORESTVILLE	4227671	December 5, 2011	October 16, 2012
 (CASTLEVILLE Stylized)	4171829	January 6, 2012	July 10, 2012
CITYVILLE HOMETOWN	4179496	January 23, 2012	July 24, 2012
CITYVILLE EXPRESS	4179516	February 3, 2012	July 24, 2012
FARMVILLE 2	4411983	June 25, 2012	October 1, 2013
CITYVILLE 2	4350280	November 1, 2012	June 11, 2013

Copies of Opposer's Registrations are enclosed as **Exhibit A**, along with print-outs from the Trademark Office's electronic database showing the current status and title of the registrations.

3. Opposer is also the owner of the following U.S. pending trademark applications ("Opposer's Applications"):

Mark	Ser. No.	Filing Date
ANIMALVILLE	77894854	December 16, 2009
CRIMEVILLE	77894895	December 16, 2009
HOSPITALVILLE	77894907	December 16, 2009
HOTELVILLE	77894921	December 16, 2009
FRONTIERVILLE	77894903	December 16, 2009
TREASUREVILLE	77898693	December 21, 2009
VILLE	85326925	May 22, 2011
VILLE	85326927	May 22, 2011
CASTLEVILLE	85443856	October 10, 2011
CHEFVILLE	85660949	June 25, 2012
THE VILLE	85660940	July 25, 2012
CITYVILLE	85690614	July 30, 2012
FARMVILLE	85690627	July 30, 2012
CASTLEVILLE	85690602	July 30, 2012
COASTERVILLE	85794174	December 4, 2012
CASTLEVILLE LEGENDS	86039120	August 15, 2013

4. The games that Opposer offers under its VILLE marks comprise a family of distinctive and well recognized trademarks, sharing the common suffix VILLE. These games are played by millions of people each day on computers and wireless devices throughout the United States and the world and the success and popularity of the games has resulted in significant media coverage. For example, in 2009, Opposer's FARMVILLE game was recognized as the largest game on the Internet and was voted social networking game of the year in both 2009 and 2010. The success of the FARMVILLE game has led to a successful FARMVILLE 2 game, which, as of the date of this filing, had over 10 million monthly active users and over 10 million "likes" on Facebook. In addition, Opposer's CITYVILLE game previously won the 2010

TechCrunch Best Time Sink Application award and at one point had over 10 million daily active users. Opposer's VILLE games have reached such recognition that they have even been parodied on The Simpsons[®], the longest-running scripted show in television history.

5. Through extensive sales, advertising, promotion and unsolicited media coverage, among other things, the VILLE marks that Opposer uses in connection with games are famous and became famous before Applicant filed his Application. Furthermore, Opposer's family of VILLE marks is famous and became famous before Applicant filed his Application.

6. On March 3, 2013, Applicant filed the Application under Lanham Act §1(b) to register the following trademark on the Principal Register:

Mark	Ser. No.	Class/Goods
STAKESVILLE	85865197	Class 9: Computer game programmes downloadable via the Internet; Computer game programs; Computer game software; Computer game software for gaming machines including slot machines or video lottery terminals; Computer game software for gaming machines, namely, slot machines and video lottery terminals; Computer game software for personal computers and home video game consoles; Computer game software for use on mobile and cellular phones; Computer game software for use with personal computers, home video game consoles used with televisions and arcade-based video game consoles; Computer game tapes; Computer programs for pre-recorded games; Computer programs for video and computer games; Downloadable computer game programs; Downloadable electronic game programs; Downloadable image file containing artwork, text, audio, video, games and Internet Web links relating to sporting and cultural activities; Electronic game programs; Electronic game software; Electronic game software for cellular telephones; Electronic game software for handheld electronic devices; Electronic game software for wireless devices; Game software; Gaming software that generates or displays wager outcomes of gaming machines; Interactive game programs; Interactive game software; Interactive multimedia computer game programs; Video and

		computer game programs; Video game software
--	--	---

Applicant's Application was published for opposition in the Official Gazette on July 23, 2013.

7. Opposer's rights are senior to any rights that Applicant may allege to have in his STAKESVILLE mark because (a) certain of Opposer's Registrations registered before the filing date of Applicant's Application; (b) certain of Opposer's Applications were filed before the filing date of Applicant's Application; and/or (c) on information and belief, Applicant did not use his mark in commerce prior to the filing dates of Opposer's Registrations or the filing dates of Opposer's Applications.

8. Applicant's registration and use of STAKESVILLE is likely to cause confusion or mistake or to deceive, or to create the false impression that Applicant's goods are provided by, related to, endorsed by, or associated with Opposer, or otherwise cause injury to Opposer's rights in its individual VILLE marks, and its family of VILLE marks, in violation of Lanham Act §2(d) (15 U.S.C. §1052(d)), with consequent damage to Opposer and the public.

9. Notably, two international trademark offices already have found a likelihood of confusion between Zynga's VILLE Marks and third-party applications to register VILLE-suffix marks, which further supports the refusal of Applicant's STAKESVILLE mark here. Specifically, the Office for Harmonization in the Internal Market (OHIM) (European Union) recently issued a decision rejecting a third-party application to register TOONSVILLE in Classes 9, 28 and 41 based on a likelihood of confusion with Zynga's family of VILLE marks. Similarly, the German Patent and Trademark Office rejected a third-party application to register CLUBVILLE in Classes 9, 28 and 41 based on a likelihood of confusion with Zynga's family of VILLE marks.

10. Upon information and belief, Applicant lacked a bona fide intent to use the STAKESVILLE mark in interstate commerce at the time he filed his Application because as of the Application Filing Date, Applicant did not intend to use the STAKESVILLE mark and/or possessed no documentary evidence created on or before the Application Filing Date showing that he had an intent to use the mark in United States commerce.

11. Opposer's FARMVILLE, FARMVILLE 2, and CITYVILLE marks, in particular, are used in connection with active games that have millions of users, and have been the subject of significant third-party media coverage, extensive sales, advertising, and promotion. Opposer's FARMVILLE, FARMVILLE 2, and CITYVILLE marks have therefore become well-known and/or famous among the relevant consuming public. As a result, Applicant's STAKESVILLE mark causes, or will likely cause, dilution of the distinctive quality of Opposer's FARMVILLE, FARMVILLE 2, and CITYVILLE marks in violation of Lanham Act §43(c) (15 U.S.C. §1125(c)), with consequent damage to Opposer and the public.

WHEREFORE, it is respectfully requested that this opposition be sustained and that Applicant's Application be denied registration.

Dated: November 13, 2013

Respectfully submitted,

/Joshua J. Richman /
John M. Kim
Joshua J. Richman
Renee A. Keen
IP Legal Advisors, P.C.
4445 Eastgate Mall, Suite 200
San Diego, CA 92121
Phone: (858) 272-0220
litigation@ipla.com
Attorneys for Opposer, Zynga Inc.

Certificate of Service

I hereby certify that on November 13, 2013, a copy of the foregoing was sent by U.S. mail to the following correspondent of record:

MICHAEL S. BOCH
7024 TRENTON RIDGE CT
RALEIGH, NORTH CAROLINA 27613-7461
UNITED STATES

/Eunice Yu/
Eunice Yu

EXHIBIT A

United States of America

United States Patent and Trademark Office

YoVille

Reg. No. 3,773,188 ZYNGA GAME NETWORK INC. (DELAWARE CORPORATION)
Registered Apr. 6, 2010 365 VERMONT STREET
SAN FRANCISCO, CA 94103

Int. Cls.: 9 and 41 FOR: DOWNLOADABLE COMPUTER GAME SOFTWARE FOR USE ON WIRELESS DEVICES
AND COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK FIRST USE 5-5-2008; IN COMMERCE 5-5-2008.
SERVICE MARK
PRINCIPAL REGISTER FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES,
IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-5-2008; IN COMMERCE 5-5-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-678,316, FILED 2-21-2009.

KIM SAITO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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YoVille

Word Mark**YOVILLE****Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Downloadable computer game software for use on wireless devices and computers. FIRST USE: 20080505. FIRST USE IN COMMERCE: 20080505

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing on-line computer games. FIRST USE: 20080505. FIRST USE IN COMMERCE: 20080505

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

77678316

Filing Date

February 25, 2009

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

July 7, 2009

Registration Number

3773188

International

Registration Number 1014561

Registration Date April 6, 2010

Owner (REGISTRANT) Zynga Game Network Inc. CORPORATION DELAWARE 365 Vermont Street San Francisco CALIFORNIA 94103

(LAST LISTED OWNER) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record John M. Kim

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SAN FRANCISCO, CALIFORNIA 94103**Correspondent:** JOHN M. KIM1940 GARNET AVENUE
SUITE 230
SAN DIEGO, CA 92109

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United States of America
United States Patent and Trademark Office

Poisonville

Reg. No. 4,211,978

Registered Sep. 25, 2012

Int. Cls.: 9, 28, 38 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA GAME NETWORK INC.
699 EIGHTH STREET
SAN FRANCISCO CALIFORNIA 94103
UNITED STATES

FOR: COMPUTERS; RECORDED COMPUTER PROGRAMS FOR COMPUTER GAMES; DOWNLOADABLE COMPUTER PROGRAMS AND SOFTWARE FOR COMPUTER GAMES; COMPUTER GAME PROGRAMS FOR COMPUTER, VIDEO, ONLINE AND BROWSER GAMES; ELECTRONIC GAME PROGRAMS FOR MOBILE TELEPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: APPARATUS FOR ELECTRONIC GAMES OTHER THAN THOSE ADAPTED FOR USE WITH AN EXTERNAL DISPLAY SCREEN OR MONITOR; GAMES, NAMELY, ELECTRONIC GAME CONSOLES AS HAND-HELD UNITS NOT FOR USE WITH EXTERNAL DISPLAY SCREENS OR MONITORS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FOR: PROVIDING ACCESS TO INFORMATION VIA THE INTERNET, NAMELY, PROVIDING ACCESS TO DATABASES ON THE INTERNET; PROVIDING ACCESS TO PLATFORMS AND PORTALS VIA THE INTERNET, NAMELY, PROVIDING ACCESS TO DATABASES ON THE INTERNET; TRANSMISSION OF INFORMATION BY ELECTRONIC MEANS, NAMELY, VIA ELECTRONIC COMMUNICATION NETWORKS; ELECTRONIC TRANSMISSION OF MESSAGES AND IMAGES VIA COMPUTER NETWORKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).



FOR: PROVIDING ONLINE COMPUTER GAMES; PROVIDING ONLINE COMPUTER GAMES, ONLINE VIDEO COMPUTER GAMES, ONLINE COMPUTER GAMES AND ONLINE BROWSER COMPUTER GAMES AND ONLINE COMPUTER GAMES FOR MOBILE TELEPHONES, AS WELL AS INFORMATION RELATING THERETO, ALL ACCESSIBLE VIA PORTALS AND PLATFORMS ON THE INTERNET; PROVIDING ONLINE COMPUTER GAMES SERVICES IN THE NATURE OF TOURNAMENTS, ON COMPUTER NETWORKS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

David J. Kyros

Director of the United States Patent and Trademark Office

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY DATE OF 4-3-2009 IS CLAIMED.



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Poisonville

Word Mark POISONVILLE

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computers; Recorded computer programs for computer games; Downloadable computer programs and software for computer games; Computer game programs for computer, video, online and browser games; electronic game programs for mobile telephones

IC 028. US 022 023 038 050. G & S: Apparatus for electronic games other than those adapted for use with an external display screen or monitor; games, namely, electronic game consoles as hand-held units not for use with external display screens or monitors

IC 038. US 100 101 104. G & S: Providing access to information via the Internet, namely, providing access to databases on the Internet; providing access to platforms and portals via the Internet, namely, providing access to databases on the Internet; transmission of information by electronic means, namely, via electronic communication networks; electronic transmission of messages and images via computer networks

IC 041. US 100 101 107. G & S: Providing online computer games; providing online computer games, online video computer games, online computer games and online browser computer games and online computer games for mobile telephones, as well as information relating thereto, all accessible via portals and platforms on the Internet; providing online computer games services in the nature of tournaments, on computer networks

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 79074916

Filing Date June 3, 2009

Current Basis 66A

Original 66A

Filing Basis**Published****for** March 30, 2010**Opposition****Registration****Number** 4211978**International****Registration** 1018729**Number****Registration****Date** September 25, 2012**Owner**

(REGISTRANT) Zynga Inc. UNKNOWN 699 Eighth Street San Francisco, California 94103 UNITED STATES

Attorney of**Record**

John M. Kim

Priority Date April 3, 2009**Type of****Mark** TRADEMARK. SERVICE MARK**Register**

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Total Assignments: 2**Serial #:** [79074916](#)**Filing Dt:** 06/03/2009**Reg #:** [4211978](#)**Reg. Dt:** 09/25/2012**Registrant:** Zynga Inc.**Mark:** POISONVILLE**Assignment: 1****Reel/Frame:** [4829/0719](#)**Recorded:** 07/27/2012**Pages:** 2**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [BIGPOINT GMBH](#)**Exec Dt:** 06/28/2012**Entity Type:** UNKNOWN**Citizenship:** GERMANY**Entity Type:** INC.**Citizenship:** NOT PROVIDED**Assignee:** [ZYNGA GAME NETWORK INC.](#)

699 EIGHTH STREET

SAN FRANCISCO CALIFORNIA 94103, UNITED STATES

Correspondent: ZYNGA GAME NETWORK INC.

699 EIGHTH STREET

SAN FRANCISCO CALIFORNIA 94103

UNITED STATES

Assignment: 2**Reel/Frame:** [4879/0867](#)**Recorded:** 10/13/2012**Pages:** 2**Conveyance:** CHANGE OF NAME**Assignor:** [ZYNGA GAME NETWORK INC.](#)**Exec Dt:** 09/24/2012**Entity Type:** UNKNOWN**Citizenship:** UNITED STATES**Entity Type:** NOT PROVIDED**Citizenship:** NOT PROVIDED**Assignee:** [ZYNGA INC.](#)

699 EIGHTH STREET

SAN FRANCISCO, CALIFORNIA 94103, UNITED STATES

Correspondent: ZYNGA INC.

699 EIGHTH STREET

SAN FRANCISCO, CALIFORNIA 94103

UNITED STATES

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United States of America

United States Patent and Trademark Office



Reg. No. 3,861,862

Registered Oct. 12, 2010

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA GAME NETWORK INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: DOWNLOADABLE COMPUTER GAME SOFTWARE FOR USE ON WIRELESS DEVICES AND COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

OWNER OF U.S. REG. NO. 3,685,749.

THE COLOR(S) GREEN, YELLOW, RED, ORANGE, PURPLE, DEEP ORANGE, WHITE, BLUE, BROWN AND GRAY IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORDING "FARMVILLE" WITH THE "FARM" PORTION IN DEEP ORANGE AND THE "VILLE" PORTION IN BLUE, ALL OUTLINED IN WHITE, ON A PIECE OF BROWN COLORED WOOD WITH GRAY NAILS, A YELLOW EAR OF CORN WITH GREEN HUSK, RED TOMATOES WITH GREEN TIPS, GREEN PEAS, AN ORANGE CARROT WITH GREEN TIP, A PURPLE EGGPLANT WITH GREEN TIP, RED AND YELLOW PEPPERS WITH GREEN TIPS LOCATED ON TOP OF THE BROWN WOODEN SIGN AND THE WORD "BY" IN WHITE, FOLLOWED BY A DOG AND THE WORD "ZYNGA" IN WHITE.

SN 77-758,840, FILED 8-6-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



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Word Mark	FARMVILLE BY ZYNGA
Goods and Services	<p>IC 009. US 021 023 026 036 038. G & S: Downloadable computer game software for use on wireless devices and computers. FIRST USE: 20090619. FIRST USE IN COMMERCE: 20090619</p> <p>IC 041. US 100 101 107. G & S: Entertainment services, namely, providing on-line computer games. FIRST USE: 20090619. FIRST USE IN COMMERCE: 20090619</p>
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	<p>03.01.07 - Dogs displayed in silhouettes or as shadows</p> <p>05.07.01 - Corn, stalks</p> <p>05.11.01 - Beets; Carrots; Parsnips; Potatoes</p> <p>05.11.04 - Tomatoes</p> <p>05.11.05 - Beans, peas; Peas</p> <p>05.11.09 - Peppers</p> <p>05.11.10 - Baskets of vegetables; Containers of vegetables</p> <p>05.11.25 - Artichokes; Asparagus; Broccoli; Celery; Other vegetables; Turnips</p> <p>07.13.02 - Advertising, signs, alone; Street signs not attached to a support</p> <p>07.15.04 - Beams, wood; Lumber; Parquet flooring; Wood boards</p>
Trademark Search Facility Classification Code	<p>ANI-MAMM Mammalia; accurate depiction of warm-blooded animals except for human beings</p> <p>ART-07.13 Billboards, Signs</p> <p>ART-07.15 Building materials</p> <p>ART-14.03 Small hardware articles; springs</p> <p>BLDG-AND-SCEN A type of building or a type of scenery</p> <p>SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors</p>

SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons
 SHAPES-MISC Miscellaneous shaped designs
 VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

Serial Number 77798840
Filing Date August 6, 2009
Current Basis 1A
Original Filing Basis 1B
Published for Opposition April 27, 2010
Registration Number 3861862
Registration Date October 12, 2010
Owner (REGISTRANT) Zynga Game Network Inc. CORPORATION DELAWARE 365 Vermont Street San Francisco CALIFORNIA 94103
 (LAST LISTED OWNER) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record John M. Kim
Prior Registrations 3685749
Description of Mark The color(s) Green, yellow, red, orange, purple, deep orange, white, blue, brown and gray is/are claimed as a feature of the mark. The mark consists of the wording "FARMVILLE" with the "FARM" portion in deep orange and the "VILLE" portion in blue, all outlined in white, on a piece of brown colored wood with gray nails, a yellow ear of corn with green husk, red tomatoes with green tips, green peas, an orange carrot with green tip, a purple eggplant with green tip, red and yellow peppers with green tips located on top of the brown wooden sign and the word "BY" in white, followed by a dog and the word "ZYNGA" in white.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SAN FRANCISCO, CALIFORNIA 94103**Correspondent:** JOHN M. KIM1940 GARNET AVENUE
SUITE 230
SAN DIEGO, CA 92109

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United States of America

United States Patent and Trademark Office

FARMVILLE

Reg. No. 3,861,880

Registered Oct. 12, 2010

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA GAME NETWORK INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: DOWNLOADABLE COMPUTER GAME SOFTWARE FOR USE ON WIRELESS DEVICES AND COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-804,837, FILED 8-14-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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FARMVILLE

Word Mark**FARMVILLE****Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Downloadable computer game software for use on wireless devices and computers. FIRST USE: 20090619. FIRST USE IN COMMERCE: 20090619

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing on-line computer games. FIRST USE: 20090619. FIRST USE IN COMMERCE: 20090619

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

77804837

Filing Date

August 14, 2009

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

April 27, 2010

Registration Number

3861880

International

Registration Number 1027159

Registration Date October 12, 2010

Owner (REGISTRANT) Zynga Game Network Inc. CORPORATION DELAWARE 365 Vermont Street San Francisco CALIFORNIA 94103

(LAST LISTED OWNER) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record John M. Kim

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SAN FRANCISCO, CALIFORNIA 94103**Correspondent:** JOHN M. KIM1940 GARNET AVENUE
SUITE 230
SAN DIEGO, CA 92109

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United States of America

United States Patent and Trademark Office

FISHVILLE

Reg. No. 3,840,284

Registered Aug. 31, 2010

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA GAME NETWORK, INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; VIDEO GAME PROGRAMS, AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING, INTERACTIVE VIDEO GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING THAT MAY BE ACCESSED VIA THE INTERNET, COMPUTERS AND WIRELESS DEVICES; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-5-2009; IN COMMERCE 11-5-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, PROVIDING ENHANCEMENTS WITHIN ONLINE COMPUTER GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER GAMES; PROVIDING ONLINE REVIEWS OF COMPUTER GAMES, AND PROVIDING OF INFORMATION RELATING TO COMPUTER GAMES, PROVIDING AN INTERNET WEBSITE PORTAL IN THE FIELD OF COMPUTER GAMES AND GAMING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-5-2009; IN COMMERCE 11-5-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-842,158, FILED 10-6-2009.

GINA FINK, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



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FISHVILLE

Word Mark FISHVILLE**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the internet, computers and wireless devices; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20091105. FIRST USE IN COMMERCE: 20091105

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer and electronic games; Entertainment services, namely, providing on-line computer games, providing enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, and providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20091105. FIRST USE IN COMMERCE: 20091105

Standard Characters Claimed**Mark****Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number 77842158
Filing Date October 6, 2009
Current Basis 1A
Original Filing Basis 1B
Published for Opposition June 15, 2010
Registration Number 3840284
International Registration Number 1038389
Registration Date August 31, 2010
Owner (REGISTRANT) Zynga Game Network, Inc. CORPORATION DELAWARE 365 Vermont Street San Francisco CALIFORNIA 94103
(LAST LISTED OWNER) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record John M. Kim
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SAN FRANCISCO, CALIFORNIA 94103**Correspondent:** JOHN M. KIM1940 GARNET AVENUE
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United States of America
United States Patent and Trademark Office

PETVILLE

Reg. No. 4,072,420

Registered Dec. 20, 2011

Corrected Mar. 13, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; VIDEO GAME PROGRAMS; AND GAME RELATED COMPUTER SOFTWARE APPLICATIONS, NAMELY, COMPUTER SOFTWARE FOR PLAYING SOCIAL GAMES; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-2-2009; IN COMMERCE 12-2-2009.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER, VIDEO AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER GAMES, ENHANCEMENTS WITHIN ONLINE COMPUTER GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER GAMES; PROVIDING ONLINE REVIEWS OF COMPUTER GAMES, PROVIDING OF INFORMATION RELATING TO COMPUTER GAMES; PROVIDING AN INTERNET WEBSITE PORTAL IN THE FIELD OF COMPUTER GAMES AND GAMING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-2-2009; IN COMMERCE 12-2-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON UNITED KINGDOM APPLICATION NO. 2525525, FILED 9-7-2009.

SER. NO. 77-979,543, FILED 11-21-2009.



David J. Kappas

Director of the United States Patent and Trademark Office



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PETVILLE

Word Mark PETVILLE**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer game software; video game programs; and game related computer software applications, namely, computer software for playing social games; interactive video game programs; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20091202. FIRST USE IN COMMERCE: 20091202

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer, video and electronic games; Entertainment services, namely, providing on-line computer games, enhancements within online computer games, and game applications within online computer games; providing online reviews of computer games, providing of information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20091202. FIRST USE IN COMMERCE: 20091202

Standard Characters Claimed**Mark****Drawing Code**

(4) STANDARD CHARACTER MARK

Serial

77979543

Number**Filing Date** November 21, 2009**Current Basis** 1A**Original Filing Basis** 1B;44D**Published for** October 4, 2011**Opposition****Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED**Registration Number** 4072420**International Registration Number** 1042484**Registration Date** December 20, 2011**Owner** (REGISTRANT) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103**Assignment Recorded** ASSIGNMENT RECORDED**Attorney of Record** John M. Kim**Priority Date** September 7, 2009**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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SAN FRANCISCO, CALIFORNIA 94103**Correspondent:** JOHN M. KIM1940 GARNET AVENUE
SUITE 230
SAN DIEGO, CA 92109

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Web interface last modified: Jul 8, 2013 v.2.3.4

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United States of America

United States Patent and Trademark Office

FRONTIERVILLE

Reg. No. 4,358,321

Registered June 25, 2013

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES, ENHANCEMENTS FOR ON-LINE COMPUTER GAMES, GAME SOFTWARE APPLICATIONS FOR TRANSMISSION OF INFORMATION IN THE FIELD OF SOCIAL NETWORKING, PROVIDING REVIEWS OF COMPUTER GAMES, AND INFORMATION RELATING TO COMPUTER GAMES; PROVIDING AN INTERNET WEBSITE PORTAL IN THE FIELD OF COMPUTER GAMES AND GAMING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-9-2010; IN COMMERCE 6-9-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-983,529, FILED 12-16-2009.

JANICE L. MCMORROW, EXAMINING ATTORNEY



Lisa Street Lee

Acting Director of the United States Patent and Trademark Office



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FRONTIERVILLE**Word Mark FRONTIERVILLE**

Goods and Services IC 041. US 100 101 107. G & S: Entertainment services, namely, providing on-line computer games, enhancements for on-line computer games, game software applications for transmission of information in the field of social networking, providing reviews of computer games, and information relating to computer games; providing an Internet website portal in the field of computer games and gaming; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20100609. FIRST USE IN COMMERCE: 20100609

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77983529

Filing Date December 16, 2009

Current Basis 1A

Original Filing Basis 1B

Published

for September 7, 2010

Opposition

**Registration
Number** 4358321

**International
Registration
Number** 1046306

**Registration
Date** June 25, 2013

Owner (REGISTRANT) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco
CALIFORNIA 94103

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** John M. Kim

**Type of
Mark** SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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United States of America

United States Patent and Trademark Office

Cityville

Reg. No. 3,994,661

Registered July 12, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA GAME NETWORK INC (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES
VIA THE INTERNET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-3-2010; IN COMMERCE 12-3-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-920,777, FILED 1-26-2010.

EDWARD FENNESSY, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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Cityville

Word Mark	CITYVILLE
Goods and Services	IC 041. US 100 101 107. G & S: Entertainment services, namely, providing on-line computer games via the Internet. FIRST USE: 20101203. FIRST USE IN COMMERCE: 20101203
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77920777
Filing Date	January 26, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 8, 2010
Registration Number	3994661
Registration Date	July 12, 2011
Owner	(REGISTRANT) ZYNGA GAME NETWORK INC CORPORATION DELAWARE 365 VERMONT STREET SAN FRANCISCO CALIFORNIA 94103

(LAST LISTED OWNER) ZYNGA INC. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record John M. Kim

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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365 VERMONT STREET

SAN FRANCISCO, CALIFORNIA 94103

Correspondent: JOHN M. KIM

1940 GARNET AVENUE

SUITE 230

SAN DIEGO, CA 92109

Assignment: 2**Reel/Frame:** [4630/0517](#)**Recorded:** 09/26/2011**Pages:** 31**Conveyance:** CHANGE OF NAME**Assignor:** [ZYNGA GAME NETWORK INC.](#)**Exec Dt:** 04/18/2011**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [ZYNGA INC.](#)

365 VERMONT STREET

SAN FRANCISCO, CALIFORNIA 94103

Correspondent: IP LEGAL ADVISORS, P.C.

4445 EASTGATE MALL

SUITE 200

SAN DIEGO, CA 92121

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Web interface last modified: Jul 8, 2013 v.2.3.4

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United States of America
United States Patent and Trademark Office

CITYVILLE

Reg. No. 4,206,706

Registered Sep. 11, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING, NAMELY, COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-3-2010; IN COMMERCE 12-3-2010.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES AND PROVIDING ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE INFORMATION RELATING TO COMPUTER GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-3-2010; IN COMMERCE 12-3-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 42723, FILED 9-14-2010.

OWNER OF U.S. REG. NO. 3,994,661.

SN 85-187,572, FILED 11-30-2010.

KATHERINE CHANG, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office



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CITYVILLE

Word Mark CITYVILLE

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking, namely, computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20101203. FIRST USE IN COMMERCE: 20101203

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer and electronic games and providing enhancements within online computer and electronic games; entertainment services, namely, providing online information relating to computer games; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20101203. FIRST USE IN COMMERCE: 20101203

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85187572

Filing Date November 30, 2010
Current Basis 1A
Original Filing Basis 1B;44D
Published for Opposition March 27, 2012
Registration Number 4206706
International Registration Number 1091172
Registration Date September 11, 2012
Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Attorney of Record John M. Kim
Priority Date September 14, 2010
Prior Registrations 3994661
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

FARMVILLE

Reg. No. 4,232,126

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

Registered Oct. 30, 2012

Int. Cl.: 41

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER GAMES,
IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

FIRST USE 6-19-2009; IN COMMERCE 6-19-2009.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 3,861,862 AND 3,861,880.

THE MARK CONSISTS OF THE WORD "FARMVILLE" WRITTEN IN ALL CAPS EXCEPT
THE "I" WITH THE "F" AND THE "V" LARGER THAN THE REST OF THE LETTERS.

SER. NO. 85-187,825, FILED 11-30-2010.

KATHERINE CHANG, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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FARMVILLE

Word Mark	FARMVILLE
Goods and Services	IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer games. FIRST USE: 20090619. FIRST USE IN COMMERCE: 20090619
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	85187825
Filing Date	November 30, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 14, 2012
Registration Number	4232126
Registration Date	October 30, 2012
Owner	(REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Attorney of Record	Cynthia M. Arko

Prior 3861862;3861880

Registrations

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the word "FARMVILLE" written in all caps except the "I" with the "F" and the "V" larger than the rest of the letters.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

FRONTIERVILLE

Reg. No. 4,274,024

Registered Jan. 15, 2013

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER GAMES, ONLINE VIDEO GAMES, AND ONLINE INTERACTIVE GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-9-2010; IN COMMERCE 6-9-2010.

THE MARK CONSISTS OF THE WORD "FRONTIERVILLE" WRITTEN IN A WESTERN STYLE FONT.

SER. NO. 85-187,815, FILED 11-30-2010.

KATHERINE CHANG, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



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FRONTIERVILLE

Word Mark FRONTIERVILLE

Goods and Services IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer games, online video games, and online interactive games. FIRST USE: 20100609. FIRST USE IN COMMERCE: 20100609

Mark

Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 85187815

Filing Date November 30, 2010

Current Basis 1A

Original Filing Basis 1A

Published for Opposition April 10, 2012

Registration Number 4274024

Registration Date January 15, 2013

Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA

94103

**Attorney of
Record**

John M. Kim

**Description
of Mark**

Color is not claimed as a feature of the mark. The mark consists of the word "FRONTIERVILLE" written in a western style font.

**Type of
Mark**

SERVICE MARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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United States of America

United States Patent and Trademark Office

REWARDVILLE

Reg. No. 4,127,978

Registered Apr. 17, 2012

Int. Cls.: 35 and 41

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: CUSTOMER REWARD AND INCENTIVE PROGRAM WHICH ALLOWS PARTICIPANTS TO EARN VIRTUAL AND REAL WORLD GIFTS; ARRANGING AND CONDUCTING INCENTIVE AND REWARD PROGRAMS FOR USERS THROUGH ISSUANCE AND PROCESSING OF LOYALTY POINTS TO PROMOTE SOCIAL GAMES, VIRTUAL WORLDS, SOCIAL NETWORKING SERVICES, VIDEO GAMES, ONLINE GAMES AND COMPUTER SOFTWARE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-14-2011; IN COMMERCE 3-14-2011.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES, ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-14-2011; IN COMMERCE 3-14-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 009603382, FILED 12-16-2010.

SER. NO. 85-282,115, FILED 3-31-2011.

INGA ERVIN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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REWARDVILLE

Word Mark REWARDVILLE**Goods and Services**

IC 035. US 100 101 102. G & S: Customer reward and incentive program which allows participants to earn virtual and real world gifts; arranging and conducting incentive and reward programs for users through issuance and processing of loyalty points to promote social games, virtual worlds, social networking services, video games, online games and computer software. FIRST USE: 20110314. FIRST USE IN COMMERCE: 20110314

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer and electronic games, enhancements within online computer and electronic games, and game applications within online computer and electronic games; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20110314. FIRST USE IN COMMERCE: 20110314

Standard Characters Claimed**Mark****Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85283115

Filing Date

March 31, 2011

Current Basis

1A

Original**Filing Basis**

1B;44D

Published for Opposition January 31, 2012

Registration Number 4127978

International Registration Number 1083905; 1085325

Registration Date April 17, 2012

Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Attorney of Record John M. Kim

Priority Date December 16, 2010

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

FARMVILLE ENGLISH COUNTRYSIDE

Reg. No. 4,134,261
Registered May 1, 2012
Int. Cls.: 9 and 41

ZYNGA INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FOR: COMPUTER GAME SOFTWARE; VIDEO GAME PROGRAMS; AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; INTERACTIVE VIDEO GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING THAT MAY BE ACCESSED VIA THE INTERNET, COMPUTERS AND WIRELESS DEVICES, NAMELY, LAPTOP COMPUTERS, MOBILE PHONES, TABLET COMPUTERS AND HANDHELD COMPUTERS; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES; MAGNETIC ENCODED GIFT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-23-2011; IN COMMERCE 3-23-2011.

FOR: PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES, ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; PROVIDING ONLINE REVIEWS OF COMPUTER GAMES; PROVIDING INFORMATION RELATING TO COMPUTER GAMES PROVIDED ONLINE; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-23-2011; IN COMMERCE 3-23-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENGLISH COUNTRYSIDE", APART FROM THE MARK AS SHOWN.

SER. NO. 85-290,860, FILED 4-8-2011.



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,134,261 INGA ERVIN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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[Jump](#)to record: **Record 2 out of 2**[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***FARMVILLE ENGLISH COUNTRYSIDE****Word Mark FARMVILLE ENGLISH COUNTRYSIDE****Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices, namely, laptop computers, mobile phones, tablet computers and handheld computers; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; Magnetic encoded gift cards. FIRST USE: 20110323. FIRST USE IN COMMERCE: 20110323

IC 041. US 100 101 107. G & S: Providing online computer and electronic games, enhancements within online computer and electronic games, and game applications within online computer and electronic games; providing online reviews of computer games; providing information relating to computer games provided online; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20110323. FIRST USE IN COMMERCE: 20110323

Standard Characters Claimed**Mark****Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number 85290860
Filing Date April 8, 2011
Current Basis 1A
Original Filing Basis 1A
Published for Opposition February 14, 2012
Registration Number 4134261
Registration Date May 1, 2012
Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Attorney of Record John M. Kim
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENGLISH COUNTRYSIDE" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office



Reg. No. 4,134,275

Registered May 1, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
365 VERMONT STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; VIDEO GAME PROGRAMS, AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; INTERACTIVE VIDEO GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS AND COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING THAT MAY BE ACCESSED VIA THE INTERNET, COMPUTERS AND WIRELESS DEVICES, NAMELY, LAPTOP COMPUTERS, MOBILE PHONES, TABLET COMPUTERS AND HANDHELD COMPUTERS; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES; MAGNETIC ENCODED GIFT CARDS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-23-2011; IN COMMERCE 3-23-2011.

FOR: PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES, ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES, AND GAME APPLICATIONS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES, PROVIDING ONLINE REVIEWS OF COMPUTER GAMES; PROVIDING INFORMATION RELATING TO COMPUTER GAMES PROVIDED ONLINE, ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-23-2011; IN COMMERCE 3-23-2011.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENGLISH COUNTRYSIDE", APART FROM THE MARK AS SHOWN.



David J. Kappas

Director of the United States Patent and Trademark Office

THE MARK CONSISTS OF THE WORD "FARMVILLE" OVER THE WORDS "ENGLISH COUNTRYSIDE". THE WORDS "ENGLISH COUNTRYSIDE" ARE INSIDE A BANNER IN FRONT OF A PLAQUE. THE WORD "FARMVILLE" IS ON THE PLAQUE. THE TOP OF THE PLAQUE HAS DECORATIVE LEAVES ON TOP.

Reg. No. 4,134,275 SER. NO. 85-296,464, FILED 4-15-2011.

INGA ERVIN, EXAMINING ATTORNEY



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Word Mark FARMVILLE ENGLISH COUNTRYSIDE

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer game software; video game programs; and computer software platforms for social networking; interactive video game programs; downloadable electronic game programs and computer software platforms for social networking that may be accessed via the Internet, computers and wireless devices, namely, laptop computers, mobile phones, tablet computers and handheld computers; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties; Magnetic encoded gift cards. FIRST USE: 20110323. FIRST USE IN COMMERCE: 20110323

IC 041. US 100 101 107. G & S: Providing online computer and electronic games, enhancements within online computer and electronic games, and game applications within online computer and electronic games; providing online reviews of computer games; providing information relating to computer games provided online; entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20110323. FIRST USE IN COMMERCE: 20110323

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 05.03.08 - More than one leaf, including scattered leaves, bunches of leaves not attached to branches
 05.03.25 - Leaf, single; Other leaves
 24.07.14 - Plaques
 24.09.07 - Advertising, banners; Banners

Serial Number 85296464
Filing Date April 15, 2011
Current Basis 1A
Original Filing Basis 1A
Published for Opposition February 14, 2012
Registration Number 4134275
Registration Date May 1, 2012
Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Attorney of Record John M. Kim
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENGLISH COUNTRYSIDE" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the word "FARMVILLE" over the words "ENGLISH COUNTRYSIDE". The words "ENGLISH COUNTRYSIDE" are inside a banner in front of a plaque. The word "FARMVILLE" is on the plaque. The top of the plaque has decorative leaves on top.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

PRIVACYVILLE

Reg. No. 4,160,235

Registered June 19, 2012

Int. Cls.: 41 and 45

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING ONLINE INSTRUCTION IN THE FIELD OF PRIVACY AND CORPORATE PRIVACY POLICIES; COMPUTER AND ELECTRONIC GAMES PROVIDED ONLINE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-7-2011; IN COMMERCE 7-7-2011.

FOR: PROVIDING A WEBSITE AND INFORMATION REGARDING PRIVACY AND CORPORATE PRIVACY POLICIES; PROVIDING AN INTERACTIVE WEBSITE WHERE USERS CAN LEARN ABOUT PRIVACY POLICIES AND PRACTICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 7-7-2011; IN COMMERCE 7-7-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 43273, FILED 1-14-2011.

SER. NO. 05-365,974, FILED 7-7-2011.

PAUL E. FAHRENKOPF, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



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PRIVACYVILLE

Word Mark PRIVACYVILLE

Goods and Services IC 041. US 100 101 107. G & S: Educational services, namely, providing online instruction in the field of privacy and corporate privacy policies; Computer and electronic games provided online. FIRST USE: 20110707. FIRST USE IN COMMERCE: 20110707

IC 045. US 100 101. G & S: Providing a website and information regarding privacy and corporate privacy policies; providing an interactive website where users can learn about privacy policies and practices. FIRST USE: 20110707. FIRST USE IN COMMERCE: 20110707

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85365974

Filing Date July 7, 2011

Current Basis 1A

Original Filing Basis 1A;44D

Published for Opposition April 3, 2012

Registration Number 4160235

Registration Date June 19, 2012

Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Attorney of Record JOSHUA J. RICHMAN

Priority Date January 14, 2011

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

CASTLEVILLE

Reg. No. 4,247,547

Registered Nov. 20, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.

FOR: COMPUTER AND ELECTRONIC GAMES PROVIDED ONLINE, ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; INFORMATION RELATING TO COMPUTER GAMES PROVIDED ONLINE; VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 44289, FILED 9-9-2011.

SN 85-977,703, FILED 10-10-2011.

HEATHER BIDDULPH, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office



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CASTLEVILLE

Word Mark CASTLEVILLE**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20111114. FIRST USE IN COMMERCE: 20111114

IC 041. US 100 101 107. G & S: Computer and electronic games provided online, enhancements within online computer and electronic games; information relating to computer games provided online; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20111114. FIRST USE IN COMMERCE: 20111114

Standard Characters Claimed**Mark****Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85977703

Filing Date

October 10, 2011

Current

1A

Basis

**Original
Filing Basis** 1B;44D

**Published
for
Opposition** February 7, 2012

**Registration
Number** 4247547

**International
Registration
Number** 1102956

**Registration
Date** November 20, 2012

Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

**Attorney of
Record** John M. Kim

Priority Date September 9, 2011

**Type of
Mark** TRADEMARK. SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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United States of America

United States Patent and Trademark Office

FORESTVILLE

Reg. No. 4,227,671

Registered Oct. 16, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-14-2011; IN COMMERCE 12-14-2011.

FOR: COMPUTER AND ELECTRONIC GAMES PROVIDED ONLINE, ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-14-2011; IN COMMERCE 12-14-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 44375, FILED 9-30-2011.

SN 85-487,695, FILED 12-5-2011.

SUSAN LESLIE DUBOIS, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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FORESTVILLE

Word Mark FORESTVILLE

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20111214. FIRST USE IN COMMERCE: 20111214

IC 041. US 100 101 107. G & S: Computer and electronic games provided online, enhancements within online computer and electronic games; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20111214. FIRST USE IN COMMERCE: 20111214

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85487695

Filing Date December 5, 2011

Current 1A

Basis
Original Filing Basis 1B;44D
Published for Opposition April 17, 2012
Registration Number 4227671
International Registration Number 1113387
Registration Date October 16, 2012
Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Attorney of Record John M. Kim
Priority Date September 30, 2011
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

CASTLEVILLE

Reg. No. 4,171,829

Registered July 10, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.

FOR: COMPUTER AND ELECTRONIC GAMES PROVIDED ONLINE AND ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; INFORMATION RELATING TO COMPUTER GAMES PROVIDED ONLINE; VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-14-2011; IN COMMERCE 11-14-2011.



THE MARK CONSISTS OF THE WORD "CASTLEVILLE" IN STYLIZED BLOCK LETTERING WITH AN OUTLINE AROUND THE ENTIRE WORD. THE TOP OF BOTH SIDES OF THE "V" CONTAIN A CASTLE TOWER. THE CASTLE TOWER HAS THREE SHORT PRONGS WHICH MAKE UP THE CASTLE TOWER SHAPE.

SER. NO. 85-511,096, FILED 1-6-2012.

SUSAN LESLIE DUBOIS, EXAMINING ATTORNEY

David J. Kappas

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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Word Mark CASTLEVILLE

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20111114. FIRST USE IN COMMERCE: 20111114

IC 041. US 100 101 107. G & S: Computer and electronic games provided online and enhancements within online computer and electronic games; information relating to computer games provided online; virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20111114. FIRST USE IN COMMERCE: 20111114

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 07.01.01 - Castles; Forts; Palaces
 27.01.04 - Letters forming objects; Numbers forming objects; Objects composed of letters or numerals; Punctuation forming objects

Serial Number 85511006

Filing Date January 6, 2012

Current 1A

Basis
Original Filing Basis 1A
Published for Opposition April 24, 2012
Registration Number 4171829
Registration Date July 10, 2012
Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103
Attorney of Record John M. Kim
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the word "CASTLEVILLE" in stylized block lettering with an outline around the entire word. The top of both sides of the "V" contain a castle tower. The castle tower has three short prongs which make up the castle tower shape.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

CITYVILLE HOMETOWN

Reg. No. 4,179,496

Registered July 24, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-16-2011; IN COMMERCE 6-29-2011.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES AND ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING INFORMATION RELATING TO COMPUTER GAMES PROVIDED ONLINE; ENTERTAINMENT SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-16-2011; IN COMMERCE 6-29-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,994,661.

SER. NO. 85-522,649, FILED 1-23-2012.

SUSAN LESLIE DUBOIS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



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CITYVILLE HOMETOWN

Word Mark CITYVILLE HOMETOWN

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20110616. FIRST USE IN COMMERCE: 20110629

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games; Entertainment services, namely, providing information relating to computer games provided online; Entertainment services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20110616. FIRST USE IN COMMERCE: 20110629

Standard Characters Claimed

Mark

Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

85522649

Filing Date

January 23, 2012

Current Basis

1A

Original

1A

Filing Basis**Published****for** May 8, 2012**Opposition****Registration****Number** 4179496**Registration****Date** July 24, 2012**Owner**

(REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Attorney of**Record**

John M. Kim

Prior**Registrations**

3994661

Type of Mark TRADEMARK. SERVICE MARK**Register**

PRINCIPAL

Live/Dead**Indicator**

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United States of America

United States Patent and Trademark Office

CITYVILLE EXPRESS

Reg. No. 4,179,516

Registered July 24, 2012

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE PLATFORMS FOR SOCIAL NETWORKING; COMPUTER SOFTWARE TO ENABLE UPLOADING, POSTING, SHOWING, DISPLAYING, TAGGING, BLOGGING, SHARING OR OTHERWISE PROVIDING ELECTRONIC MEDIA OR INFORMATION IN THE FIELDS OF VIRTUAL COMMUNITIES, ELECTRONIC GAMING, ENTERTAINMENT, AND GENERAL INTEREST VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS WITH THIRD PARTIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-26-2012; IN COMMERCE 1-26-2012.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES AND ENHANCEMENTS WITHIN ONLINE COMPUTER AND ELECTRONIC GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING INFORMATION RELATING TO COMPUTER GAMES PROVIDED ONLINE; SERVICES, NAMELY, PROVIDING VIRTUAL ENVIRONMENTS IN WHICH USERS CAN INTERACT THROUGH SOCIAL GAMES FOR RECREATIONAL, LEISURE OR ENTERTAINMENT PURPOSES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-26-2012; IN COMMERCE 1-26-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,994,661.

SER. NO. 85-533,193, FILED 2-3-2012.

SUSAN LESLIE DUBOIS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office



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CITYVILLE EXPRESS

Word Mark CITYVILLE EXPRESS

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software platforms for social networking; computer software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information in the fields of virtual communities, electronic gaming, entertainment, and general interest via the Internet or other communications networks with third parties. FIRST USE: 20120126. FIRST USE IN COMMERCE: 20120126

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer and electronic games and enhancements within online computer and electronic games; Entertainment services, namely, providing information relating to computer games provided online; services, namely, providing virtual environments in which users can interact through social games for recreational, leisure or entertainment purposes. FIRST USE: 20120126. FIRST USE IN COMMERCE: 20120126

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85533193

Filing Date February 3, 2012

Current Basis 1A

Original Filing Basis 1A

Published for Opposition May 8, 2012

Registration Number 4179516

Registration Date July 24, 2012

Owner (REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

Attorney of Record John M. Kim

Prior Registrations 3994661

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America
United States Patent and Trademark Office

CITYVILLE 2

Reg. No. 4,350,280

Registered June 11, 2013

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ZYNGA INC. (DELAWARE CORPORATION)
699 EIGHTH STREET
SAN FRANCISCO, CA 94103

FOR: COMPUTER GAME SOFTWARE; COMPUTER GAME PROGRAMS; ELECTRONIC GAME PROGRAMS; INTERACTIVE VIDEO GAME PROGRAMS; COMPUTER SOFTWARE FOR PROVIDING ACCESS TO COMPUTER GAMES THROUGH ONLINE SOCIAL NETWORKING WEBSITES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-1-2012; IN COMMERCE 11-1-2012.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ONLINE COMPUTER AND ELECTRONIC GAMES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-1-2012; IN COMMERCE 11-1-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-769,423, FILED 11-1-2012.

ALICE BENMAMAN, EXAMINING ATTORNEY



Lea Street Lea

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Record 1 out of 1[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***CITYVILLE 2****Word Mark CITYVILLE 2****Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer game software; computer game programs; electronic game programs; interactive video game programs; computer software for providing access to computer games through online social networking websites. FIRST USE: 20121101. FIRST USE IN COMMERCE: 20121101

IC 041. US 100 101 107. G & S: Entertainment services, namely, providing online computer and electronic games. FIRST USE: 20121101. FIRST USE IN COMMERCE: 20121101

Standard Characters Claimed**Mark****Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85769423**Filing Date** November 1, 2012**Current Basis** 1A**Original Filing Basis** 1A**Published for Opposition** March 26, 2013**Registration Number** 4350280

**Registration
Date**

June 11, 2013

Owner

(REGISTRANT) Zynga Inc. CORPORATION DELAWARE 699 Eighth Street San Francisco CALIFORNIA 94103

**Attorney of
Record**

John M. Kim

**Type of
Mark**

TRADEMARK. SERVICE MARK

Register

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